

**Unconference Session:
Abandon the Home Page! And Other Top Task Strategies**

- Try (twice) to get the Office of Public Affairs - to put top tasks at the top of your Home page. If they resist (twice), stop trying to convince them. Send them a quarterly report on top tasks and otherwise leave the Home Page alone. Only 10-15% of your site traffic is arriving through the Home Page
- Spend your valuable time on other top task strategies that help customers who arrive at your side through search engines
- What should I call top tasks on the home page? "Action Center" "How do I...?" "I want to..." – don't use "Quick Links" or other clever terms
- If you can put top tasks on the Home Page, put them top center or top left for best visibility
- Register your pages with Google News to drive them up in the search results
- Use Quick-and-Easy Customer Profile to identify top tasks (two-thirds have not done this step yet)
- http://www.usa.gov/webcontent/managing_content/task_focused_resources.shtml
- Watch the free webinar on how Justice.gov used the Quick-and-Easy Customer Profile to identify their top tasks:
<http://www.usa.gov/webcontent/wmu/spring2010/demoquickandeasycustomerprofile.shtml>
- Create "goodidea.gov" for big initiatives - with a plan to sunset it
- Create topic landing pages that aggregate all your organization's content in one place, so customers don't have to know your org to find the different pieces
- How to find out more about top tasks: Talk to people who answer the phones and the web email/contact us, and get their take on top tasks. Also, ask them what they hate about your website
- Use Google analytics and Webtrends results to identify top tasks and top pages
- Sometimes, top tasks may not be content we own – direct customers to where they can find it
- Card sort to determine best category labels.
- Conduct remote usability testing with webinar software and/or a telephone.
- Watch the free webinar on Remote Testing to Optimize Top Tasks (<http://www.usa.gov/webcontent/wmu/spring2010/toptasks.shtml>)
- Card sort and Remote testing tools include Optimalsort.com, usabilla.com but you don't have to use tools
- Use data about your top tasks from Foresee/ACSI (\$) or other surveys. Ask: "If you could add one thing to our site, what would it be?"
- Communicate your top task findings to managers regularly
- Use Hitwise (\$) results to identify PL terms
- Use social media to promote your top tasks – tweet & FB a series of top task messages
- Find out where your business partners and customers gather. Go to their conferences and gatherings
- Talk to them at conferences, recruit potential participants for future usability testing sessions, set up a booth, network, get ideas
- Find out who your web analytics evangelist is and get the analytics reports YOU need (they will be different than the ones the IT shop needs)
- Understand the different metrics and how they can help you tell compelling top task stories to management and partners

- Do an "Ask the Experts" session at your partners/customers' conferences
- Do usability testing and in-person card-sorting at conferences